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FOR IMMEDIATE RELEASE

Ottawa -- A revised version of CBC's JOURNALISTIC POLICY is now available for purchase.

JOURNALISTIC POLICY describes and outlines all policies under which CBC news and public affairs professionals seek to meet the expectations and obligations which face broadcast journalism.

Foremost among the CBC's many fine services to Canadians are its radio and television information programs. Day in day out, for more than 50 years, news and current affairs programs and prize-winning documentaries have been the backbone of Canada's national broadcasting service and one of the mainstays of the CBC's enviable reputation at home and abroad. The CBC is the first choice of Canadians for broadcast journalism.

Such a reputation does not come by accident. It is the result of strict standards governing electronic journalism. The CBC's JOURNALISTIC POLICY is already the most demanding in Canada and perhaps of any broadcasting organization.

In this area, however, as in many others, nothing is permanent and changes must be made to reflect new realities. The Corporation has just made such changes thoroughly updating its JOURNALISTIC POLICY. This revision has been approved by CBC's Board of Directors.



Copies of the revised JOURNALISTIC POLICY may be purchased
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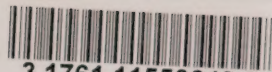
By writing to:

CBC Enterprises
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